

## ORDER



**Orders**  
**Order / Rev:** 685188  
**Alt Order #:** 06151459  
**Product Desc:** MN UNITED 4 ALL FAM  
**Estimate:** MN UNITED 4 ALL FAM  
**Flight Dates:** 10/22/12 - 10/28/12  
**Original Date / Rev:** 10/12/12 / 10/12/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Media Strategies  
**Buying Contact:**  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Minnesota United for All Families  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	108	\$109,675.00	\$93,223.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	108	\$109,675.00	\$93,223.75	0.00
<b>Totals</b>	<b>108</b>	<b>\$109,675.00</b>	<b>\$93,223.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	23%	\$109,675.00
Market	100%	\$476,847.83

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	18%	\$85,832.61
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$4,768.48
KSTP	0%	\$0.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	14%	\$66,758.70
WCCO	42%	\$200,276.09
WFTC	2%	\$9,536.96

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/22/12	10/26/12	M-F 5-6a KARE First Edition M	CM	5-6a	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	MTWTF--	5		\$250.00		0.00						
2	KARE	10/22/12	10/26/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	MTWTF--	5		\$800.00		0.00						
3	KARE	10/22/12	10/22/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	M-----	1		\$800.00		0.00						
4	KARE	10/23/12	10/26/12	Today Show Today Show	CM	7-9a	-TWTF--	:30	8	\$800.00	P-2	0.00	NM	8	\$6,400.00
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-TWTF--	8		\$800.00		0.00						
5	KARE	10/27/12	10/27/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S-	1		\$250.00		0.00						
6	KARE	10/27/12	10/27/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S-	2		\$700.00		0.00						
7	KARE	10/28/12	10/28/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S	1		\$350.00		0.00						
8	KARE	10/22/12	10/26/12	M-F 9-10a TODAY	CM	9-10a	MT-TF--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	MT-TF--	4		\$250.00		0.00						
9	KARE	10/24/12	10/24/12	M-F 10-11a TODAY	CM	10-11a	--W----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	--W----	1		\$150.00		0.00						
10	KARE	10/23/12	10/23/12	M-F 11-1130a KARE 11 Today	CM	11A-12P	-T-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-T-----	1		\$150.00		0.00						
11	KARE	10/25/12	10/25/12	Days of Our Lives Days of Our Lives	CM	12-1p	---T---	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	---T---	1		\$225.00		0.00						
12	KARE	10/26/12	10/26/12	M-F 1-2p Rachel Ray	CM	1P-2P	----F--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	----F--	1		\$175.00		0.00						
13	KARE	10/22/12	10/24/12	M-F 2-3p The Doctors	CM	2P-3P	M-W----	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	M-W----	2		\$250.00		0.00						
14	KARE	10/22/12	10/26/12	M-F 3-4p DR OZ	CM	3-4p	MTWTF--	:30	10	\$450.00	P-2	0.00	NM	10	\$4,500.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					10	\$450.00		0.00			
N 15	KARE	10/22/12	10/26/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	2	\$1,400.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/22/12-10/28/12		M-F 430-5p		430-5P	MTWThF----	:30		<del>(\$700.00)</del>		0.00	NM		
Credited															
4	KARE	10/22/12-10/28/12		M-F 430-5p		430-5P	MTWThF----	:30		<del>(\$700.00)</del>		0.00	NM		
Credited															
5	KARE	10/22/12-10/28/12		M-F 430-5p		430-5P	MTWThF----	:30		<del>(\$700.00)</del>		0.00	NM		
Credited															
16	KARE	10/22/12	10/26/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$400.00		0.00			
17	KARE	10/22/12	10/26/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,500.00		0.00			
18	KARE	10/22/12	10/24/12	NBC Nightly News NBC Nightly News	CM	530-6P	M-W----	:30	2	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-W----					2	\$2,750.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/22/12-10/28/12		NBC Nightly News		530-6P	M-W-----	:30		<del>(\$2,750.00)</del>		0.00	NM		
Credited															
19	KARE	10/22/12	10/26/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,500.00		0.00			
20	KARE	10/27/12	10/27/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$850.00		0.00			
21	KARE	10/27/12	10/27/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$850.00		0.00			
22	KARE	10/28/12	10/28/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$900.00		0.00			
23	KARE	10/22/12	10/26/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	MTWTF--	:30	5	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
1X MAX/DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--					5	\$1,400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KARE	10/22/12-10/28/12		M-F 630-7p		630pm-7pm	MTWThF----	:30		<del>(\$1,400.00)</del>		0.00	NM		
Credited															
24	KARE	10/27/12	10/27/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00



